



## Three Names, Five Letters, Free Domino's Pizza

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Domino's rewards customers with five letters in their first, middle and last names with free pizza

ANN ARBOR, Mich., June 28 /PRNewswire/ -- In honor of its 555 Deal, Domino's Pizza is rewarding customers who have five letters in their first, middle and last names with gift certificates for a free 555 Deal meal. Domino's 555 Deal allows customers to get three piping-hot, medium one-topping pizzas for just \$5 each.

The first 100 people who contact Domino's with proof that their or their child's (in the case of parents with underage children) first, middle and last names each have five letters in them will be rewarded with \$20 worth of Domino's Pizza gift certificates good for a Domino's 555 Deal meal or any other Domino's menu item. Customers must present a copy of their birth certificate, driver's license or other government-issued valid form of identification to prove that they have five letters in their first, middle and last names.

"We have fives on our mind and we want everyone to get in on the fun," said Dana Harville, Domino's Pizza spokesperson. "In celebration of Domino's 555 Deal, we want to see who's out there with five letters in their first, middle and last names and reward them with some delicious pizza."

Let your name work for you and put some delicious pizza on the dinner table tonight. Domino's 555 Deal is available nationwide for a limited time only.

### Contest Entry Details

To enter, send a copy of your birth certificate, driver's license or other government-issued valid form of identification along with a mailing address and telephone number to 555names@dominos.com or fax to 1-800-615-6119. Parents entering for a child with exactly five letters in their first, middle and last names will be asked to affirm that they are over the age of 18 by submitting a copy of their driver's license or other valid form of identification along with their child's identification. For complete contest rules, visit [www.dominos.com/555names](http://www.dominos.com/555names). Entries will be accepted through July 23. Nicknames do not count as valid for this contest. Example of a valid name meeting our criteria: "David Allen Blake."

### About Domino's Pizza(R)

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily franchised system, Domino's operates a network of 8,394 franchised and Company-owned stores in the United States and more than 55 countries. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had approximately \$5.1 billion in global retail sales in 2006, comprised of \$3.2 billion domestically and nearly \$1.9 billion internationally. During the first quarter of 2007, the Domino's Pizza(R) brand had global retail sales of \$1.62 billion, comprised of nearly \$770 million domestically and approximately \$471 million internationally. Domino's Pizza was named "Chain of the Year" by Pizza Today magazine, the leading publication of the pizza industry and is the "Official Pizza of NASCAR(R)." More information on the Company, in English and Spanish, can be found on the web at [www.dominos.com](http://www.dominos.com).

SOURCE Domino's Pizza

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